

URL: <https://stvp.stanford.edu/clips/another-side-of-the-art-market>

Karabo Morule, founder and CEO of Capital Art, observes that the art market is more than just physical objects. Professional investing in art is a growing market as well, she says, and some investors enjoy knowing they own a small piece of a work by a well-known artist.



Transcript

- What are the different investment options available 00:00:06,840 to invest in the art market? And does investing in African art, how does that compare in terms of potential profitability and market volatility? - Mm.. 00:00:16,740 It's a very interesting question because actually there's a whole bunch of collectors who really hate having the constant conversation about art and value.. So it's always fascinating.. But it is, you know, there's different ways in which people can invest in art.. So obviously there's the physical art and that's what most people are familiar with is kind of, you know, the stuff that you put on your walls and around you that looks so beautiful and owning that.. But there's also fractional investing in art and there's some new platforms that are focused on that.. One was launched last year that is focused on African arts as well, specifically.. So that's an interesting way of, you know, sort of, yes, it really does then look like art, like an investment.. And like I say, there's some people who just bore that notion.. But I think it's really great for people who, you know, maybe wanna know that they own like a little small piece of this really well known artist, you know, rather than thinking of spending a small amount on an artist who is lesser known type thing..

So I think that's also kind of giving the breadth of it.. And then there's people who are investing on art in so many different ways.. When you think about producing art.. You know, actually one of the things that occurred was I provided some funding for an artist to create a film that was gonna be submitted to the Berlin Biennale, for example.. So there's ways in investing in art in that way.. There's people who are investing in it through art phase, like I mentioned, art galleries, starting art galleries, starting out different platforms and being an art advisors and assisting with storage and valuation.. So, you know, the art economy is actually really, really big and, and maybe we, yeah, we don't always appreciate it.. The insurance side, the lending side, it's- I think it's quite fascinating actually.. So lots of different ways for people to access art...